

Running the Numbers on the Broadband Marketplace

"Datapoints" is researched and written exclusively for Broadband Library by industry analyst Stewart Schley

STREAM SCENE

% of N. American adults who own a particular streaming device



Smart TV	25.2
Gaming console	23.7
Wi-Fi-enabled Blu-ray player	10.0
Amazon Fire TV Stick	9.2
Apple TV	8.9
Roku streaming player	8.9
Google Chromecast	8.7
Roku streaming stick	5.8
TiVo player	1.7
Boxee TV	0.9
None of the above	39.9

WHAT'S INTERESTING: The "smart TV" revolution continues apace, fueled by a TV-set replacement cycle that will make the Internet-ready appliances difficult to dislodge as the No. 1 platform for OTT video capability. Except: There's a difference between having a smart TV and using it routinely to watch Netflix, et al. The more influential device family may be the dedicated Internet receivers like Apple TV and Roku players. If you buy one, you're all but certain to use it for its intended purpose.

SOURCE: TIVO ONLINE VIDEO AND PAY-TV TRENDS REPORT, Q3 2017 (3,013 RESPONDENTS)

NETFLIX HOW FAST?

Avg. Netflix-measured speed (in Mbps), prime-time downstream network performance for data streams by ISP, (Nov. 2017)

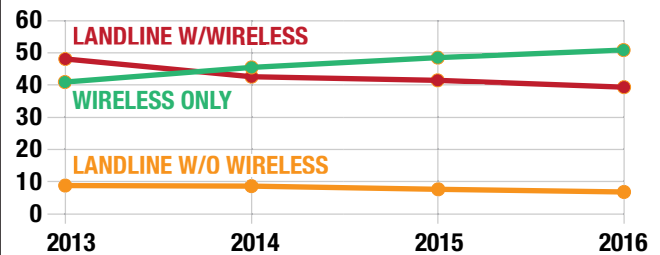
Comcast	3.96
Cox	3.91
Spectrum (Charter)	3.87
Optimum (Altice)	3.86
Verizon-Fios	3.86
AT&T U-verse	3.83
Suddenlink	3.71
Frontier	3.22
CenturyLink	3.20
Verizon-DSL	3.12
Windstream	3.09
AT&T-DSL	2.83

WHAT'S INTERESTING: The table isn't beloved by the ISP community in that it appears to understate advertised network performance. But remember that what Netflix is measuring is the flow of its own data streams, which can be influenced by numerous factors other than last-mile network oomph. The big takeaway: Within the confines of the Netflix analysis, cable companies rule the roost.

SOURCE: NETFLIX

LOOK, MA, NO WIRE!

% of U.S. households by telephone status (July-December)



WHAT'S INTERESTING: Everybody knows wireless is taking over the voice category. But we've never met an inflection point we could resist, and this latest data features an important one: As of late 2016, the share of homes with only a wireless phone connection (and no landline) surpassed the share that have a landline phone service. By now, the gap has assuredly widened further, suggesting the cable industry must increasingly embrace wireless offerings to sustain momentum in the voice category.

SOURCE: CENTERS FOR DISEASE CONTROL

CROSSING OVER % of residential wireline broadband & video penetration (of occupied U.S. housing units)

	Q2 2015	Q2 2016	Q2 2017
Res. video penetration	80.4	78.5	75.8
Res. broadband penetration	72.7	74.7	76.6

WHAT'S INTERESTING: Broadband Internet connections have now overtaken multichannel video connections (among U.S. cable companies and telcos) in terms of U.S. household penetration. That doesn't mean more homes are going without pay-TV, however, as it's now fully possible to receive numerous pay-TV services over the Internet – and without traditional "cable TV."

SOURCE: S&P GLOBAL MARKET INTELLIGENCE

FRIGHT FACTOR

6.5%

% of N. American homes believed to be accessing known video piracy services during Q3 2017

WHAT'S INTERESTING: There's big money at stake. If you extend the 6.5% figure across the fixed broadband subscriber base in the U.S. and Canada (roughly 106 million users), and multiply it by the typical price of a TV piracy service (\$10/month), the result indicates TV piracy could be generating more than \$800 million annually (and we're pretty sure it's tax-free).

SOURCE: TIVO ONLINE VIDEO AND PAY-TV TRENDS REPORT, Q3 2017 (3,013 RESPONDENTS)